

Let's Move Outside Guidance for Planning and Promoting Events and Programs



1. Guidelines for co-branding *Lets Move Outside!* events, programs, and activities

To be co-branded with *LMO*, events should meet the criteria below:

- Include at least 60 minutes of medium to high-intensity physical activity. Activity does not have to be continuous.
- Take place outdoors.
- Contain an educational component to help participants understand the natural and/or cultural significance of their surroundings.
- Take place on a regular basis and provide opportunities for continued engagement.
- Promote active, healthy lifestyles.
- Contain an educational component to help participants understand the importance of physical activity and healthy eating.
- Provide opportunities for children and their families to get active together, or help parents incorporate physical activity into their families' routines.
- Offer nutritious foods if/when appropriate.
- Adhere to all local laws, ordinances, and safety regulations.
- Operate under clear adult supervision and minimize risk of injury, illness and loss of property.

2. Guidelines for Let's Move Outside! logo use

- The *Let's Move Outside!* logo may not be used to endorse any commercial product or service.
- The *Let's Move Outside!* logo may not be used in any manner that could give rise to the appearance of such endorsement or solicitation; EXCEPT
- The *Let's Move Outside!* logo may be used for informational, educational and historical purposes in connection with programs that promote information found on www.letsmove.gov. Any other uses are unauthorized.
- The *Let's Move!* logo may not be used to solicit any funds or other donations of monetary value.

3. Promoting *Lets Move Outside!* events and programs

- Bureaus are encouraged to register *LMO* events on DOI's YouthGo portal at www.youthgo.gov. This site is the federal government's new hub for youth and the outdoors, including information on employment, education, and recreational opportunities. To post an event on YouthGO, interested parties must email youthgo@ios.doi.gov, to request a user name and password. They will then receive an email with log-in information along with instructions on how to upload events and other content.
- In addition, bureaus should consider posting their events on some/all of the following sites:
 - Bureau homepages and site specific web pages
 - Bureau intranet sites